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"Gartref"
Iceland poppies

"GARTREF" REGD. ICELAND POPPIES

Award of Merit, Royal Horticultural Society of Victoria, 1931.



DARK EDGED, ZONAL AND SHADED

in a range that includes lime, lemon, cream, biscuit, amber, gold, bronze, shell pink, rose, salmon, apricot, etc.

FRED M. DANKS

33 BALWYN ROAD, CANTERBURY, E.7., Victoria, Australia.

"Gartref" Iceland Poppies

REGD.

THE "Gartref" strain of Iceland Poppies has been re-selected from the range of art shades, and, as a distinctive feature, most of the blooms have dark edges to the petals, both in dainty tonings and in sharp contrast to the base colourings. As well, in the selecting, other characteristics have appeared—a dark centre both in light and brilliant contrast, and a dainty fluting of the petals. The size is large, many blooms measuring $4\frac{1}{2}$ ins. across, and some as much as $5\frac{1}{2}$ ins. The range is extensive, for besides the number of base colourings the combination of edgings and centres adds to the variety. The pink tones are mainly in the shell pink to carmine range; the yellows in the cream to gold tonings, and the amber to apricot colourings are free from brown shades.

Among particularly outstanding colours are a clear champagne, a range of bronzes (a copper-red suffused with gold), a rich salmon and pink verging on the lavender. The edgings, from a dainty pencil line to a neat, gradually shading band, have variety both in type and colour, and the centres, in many instances, show gold and scarlet, with all the radiating brilliance of a sunrise.

The selecting of the strain over a period of seven years on definite lines of pedigree breeding has resulted in a control of the balance and a trueness of type, and in continuation of the work, fresh features are appearing, later to be incorporated in the strain or, where sufficiently distinctive, to be separated. With successive re-selections outstanding types will become more general.

For three seasons seed has been marketed, and not only amateur gardeners, but the leading nurserymen have expressed satisfaction with the results.

On exhibition the strain has been well presented, and in successive years the Royal Horticultural Society of Victoria has "Commended," "Highly Commended," and granted an "Award of Merit," officially recognising it as "sufficiently in advance of previous strains to be considered distinct."

1931 1929 1930
For 1933 seed will be available in a blended mixture, 1/6 and 2/6 per packet.
Bulk packets available for nursery needs.

CULTURAL NOTES

WHEN TO SOW.—December to June, according to water supply. Early-raised seedlings will need constant attention through the hot months, but will flower all the winter. March sowings will provide blooms from the beginning of July till December that in size and colour will be superior to winter ones.

SOWING.—As a general rule best results will be obtained by sowing in an open bed in a sunny position, provided a simple frame is used. This can be made from a fruit case with the sides removed and a cover of hessian tacked on. Without a frame seed should only be sown in a shady position—preferably in a wooden box full of sandy soil—till the middle of March, when good results will be obtained in an open bed without cover. Firm the surface of the bed or box with the back of the spade before planting, and sprinkle the seed (preferably in rows 2 ins. to 3 ins. apart) thinly. Dust over sufficient fine sand to just cover it, and on this sprinkle finely-sifted manure, dry grass clippings and particles of dry leaves to retain the surface moisture. Never allow the surface soil to become dry. Do not remove the frame except for watering till the plants show through (in ten to twenty days), and then replace it only to protect the young plants from severe conditions of heat.

BED PREPARATION.—While Iceland Poppies will give good results in almost any class of soil, light sandy loam suits them best. They will stand heavy fertilising provided animal manures are well decomposed and artificial ones do not contain too much nitrogen. Lime applied some weeks before planting or when plants are established will be of benefit, but no other fertiliser should be used for a full four weeks afterwards.

Floraphos improves the size and colour of the blooms, and can be applied frequently, well diluted, once the buds appear.

PLANTING OUT.—When space will permit, plant 9 ins. apart. As close as 6 ins. or 7 ins. will make but little difference to results if there is a space of 9 ins. between rows, and for massed effect in garden beds the plants may be crowded as close as 4 ins. or 5 ins.

The first small buds are as well removed, as they produce flowers that are poor both in size and colour.

.....
Raised by FRED M. DANKS, "Gartref," Balwyn Road, Canterbury, Victoria, Australia.

ORDER NOW.

"GARTREF"

(Reg'd.)

ICELAND POPPIES

Highly Commended R.H.S.V., 1931

FOR 1932 SEASON

New Shades { In a Blended Range, which includes
LIME, LEMON, CREAM, BISCUIT,
AMBER, GOLD, BRONZE, SHELL
PINK, ROSE, SALMON, APRICOT,
Etc.

New Types { DARK CENTRES (ZONAL) in con-
New Features { trasting tones, MORE DARK EDGES,
DEEPER SHADINGS.

SEED IN SELECTED MIXTURE

1/6 and 2/6 Per Packet

Post Free.

Sold in Aid of the Melbourne Hospital

FRED M. DANKS,

"Gartref,"

33 Balwyn Road,

Canterbury, E.7.

City Supply from

GILL & SEARLE Pty. Ltd.

Seedsman and Plant
Merchants.

73 Elizabeth St., Melbourne.

Raised by FRED M. DANKS, "Gartref," Canterbury.

TRADE OPINIONS

ANDERSON & CO. LTD., Sydney, New South Wales.

"We desire to convey to you our thanks for the opportunity you have given us of distributing this wonderful poppy."—From letter, 23/12/31, confirming agency arrangements for a second season.

GARTREF ICELAND POPPY.—"We had the privilege this year of offering to the public in New South Wales this new strain of Iceland Poppy. It is a selection made by an enthusiastic and experienced amateur gardener in Victoria some seven years ago, and the type has been maintained by systematic reselection. The results have justified the efforts of the raiser, and the reports received from customers are highly satisfactory."—"OUR MONTHLY MONITOR," December, 1931 (a "house" journal). (Anderson and Co. Ltd.)

ALLAN JUKES, Nurseryman, Warrnambool, Victoria. (Description from a test of 1400 plants, 1931.)

Gartref Strain.—Reselected and improved. . . A.M., Melbourne, 1931:—This unique and fascinating strain, the outcome of years of scientific pedigree breeding, has been brought to a high pitch of excellence. Its characteristics are very large flowers on stout stems, the petals being daintily fluted and great floriferousness. . . The edgings of the petals, from a dainty pencil line to a shaded band, have variety in type and colour. The wide range of colours from the most delicate tints extend to brilliant combinations of scarlet gold. No other strain includes such an array of unusual and charming colour combinations.—From a 40-page catalogue listing seedling lines only.

GILL & SEARLE PTY. LTD., Melbourne, Victoria.

"For the creation of this beautiful and distinct type of Iceland Poppy the gardening public is indebted to Mr. Fred M. Danks, who for seven years has worked on definite lines of pedigree breeding in evolving the beautiful colours we now offer in this mixture. By devoting his time in improving this popular and useful class of plant, Mr. Danks has . . . benefited . . . the gardening world. We have thoroughly tested the strain for two years in our own nursery and can recommend it with confidence."—From the Novelty Section of a 48-page general catalogue.

A FEW EXTRACTS FROM LETTERS RECEIVED.

"I have plenty of seed on hand for next year, but if you have something new which you consider an improvement on "Gartref" (if that is possible), let me know, but keep the "Gartref" Poppies going, as they are too good to pass over, even for a more favoured line."—West Wyalong, New South Wales.

"The strain impresses me as the loveliest and most outstanding I have seen. . . They are flowering exceptionally well. . . I am picking 1000 blooms per week (mid-winter) . . . The dark edge is well maintained . . . the size is large."—Nurseryman, Warrnambool, Victoria.

"We have been wonderfully successful with the 'Gartref' Poppies, and everyone who sees them is quite fascinated. . . A collection of between six and seven dozen blooms not only gained the first prize but the admiration of everyone."—Albany, West Australia.

"We desire to say we are very much impressed with the quality of the blooms. . . The art colourings and the edgings are certainly very attractive."—A Leading Interstate Seed Firm.

"The blooms are dark edged . . . four to five inches across on stiff, erect stems. . . Many thanks for introducing such a wonderful new annual."—Gardener, Lewisham Hospital.

"Most people who have seen them said they had never seen anything to equal them, even those who had grown Poppies for years. . . The blooms also were of large size."—, Bellarine, Victoria.

"I have been meaning to write . . . to tell you how magnificently the Poppies 'Gartref' did. They were so much admired. . . It is interesting to be able to proudly show visitors something that they cannot see in anyone else's garden."—Leading Horticultural Authority, Co. Wicklow, Ireland.

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One of the many striking colours included in the "Gartref" Strain.

SEASON 1932-33

For the 1932-33 season all seed has been hand gathered as it matured from plants that have *all been raised* from hand fertilised pedigree seed. Results show a large percentage of unusual blooms, deeper edgings and centres, and a still wider variety of shades. Each succeeding season is giving more definite character and uniformity of bloom, and further distinctive strains are in process of fixation.

Gartref Poppies will produce blooms freely under winter conditions in temperate climates if sown in midsummer, but best results will be obtained if they flower with normal spring or sub-tropical winter conditions.

The plants bloom early, but until they mature, flowers are *small* and the colours *pale*.

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MITCHELL & CASEY, PTY. LTD.
PRINTERS & PUBLISHERS
TATTERSALL'S LANE, MELB.

